

Community Outreach Initiatives @ UNCG Libraries

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Part One:

The ROI of ROI Outreach

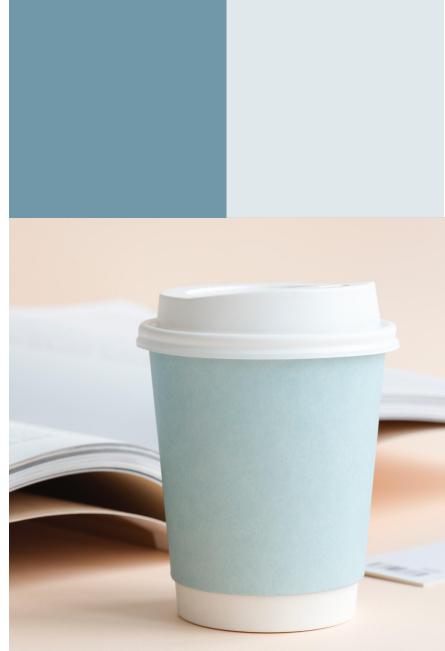
Research, Outreach, and Instruction (ROI)

UNCG University Libraries

- Consists of Jackson Library and the Schiffman Music Library
- Currently 31 faculty librarians and archivists and ~70 library specialists and professional staff members
- Units consist of
 - Access Services
 - ERIT
 - SCUA
 - DMC
 - HSML
 - Administration

ROI Department

- Department of 16 people
 - Department head, 11 faculty librarians (2 vacancies w/ searches underway), and 4 staff members
- Responsible for
 - reference services,
 - research support,
 - library instruction for 54 departments and programs
 - training and webinars for a range of constituents
 - outreach to university and local communities





Examples of ROI Outreach Initiatives

*What are we already
doing?*

Some Recent ROI Outreach Efforts

- International Baccalaureate programs
- Tech Savvy
- Real News, Real Talk
- WellSpring Retirement Community
- Health Literacy Programming

We're currently focusing on **community outreach** (as opposed to campus outreach to cocurricular programs or extracurricular groups)





Challenges of ROI Outreach

*Can we do it all with
what we have?*

Challenges

- Time. (It's a finite resource!)
- Balancing departmental work with primary constituents (students and faculty) with increased demand for community outreach
- Balancing individual workloads





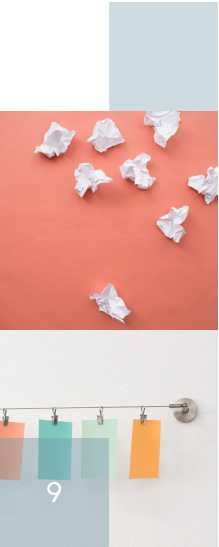
A Framework for ROI Outreach

Getting the *best return*
on our *investment!*

Laying out a Framework for Community Outreach

“Academic libraries determine their interaction with their communities based on three factors: whether a need is expressed from outside the academy, whether they see their mission as an invitation to pursue an action on their own accord, or whether they construct a form of outreach in response to a specific problem or crisis.”

**Schneider,
2003, p. 201**



Assessing Outreach Using an Impact-Effort Matrix

Impact of the solution

High

Quick Wins

Major Projects

Low

Fill In Jobs

Thankless
Tasks

Low

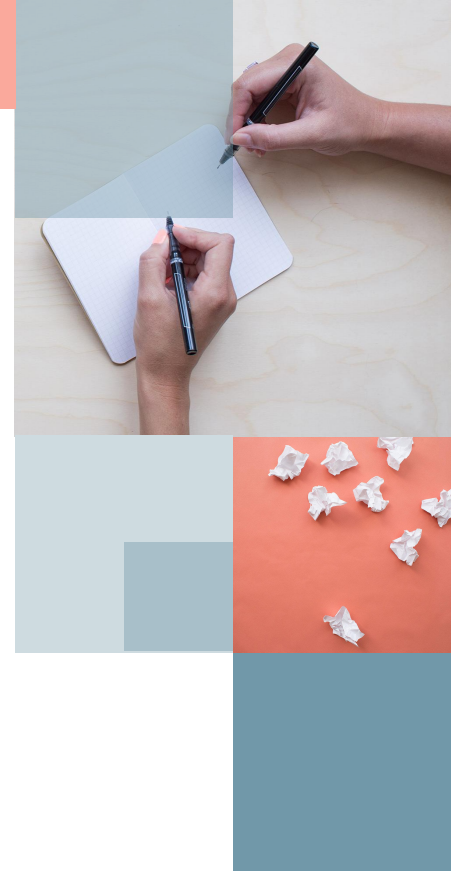
High

Effort required to implement

From

<http://asq.org/healthcare-use/why-quality/impact-effort.html>

<http://10minutemanager.com/wp-content/uploads/2013/11/Action-Priority-Matrix.jpg>



Assessing Outreach Using an Impact-Effort Matrix



Impact of the solution

High

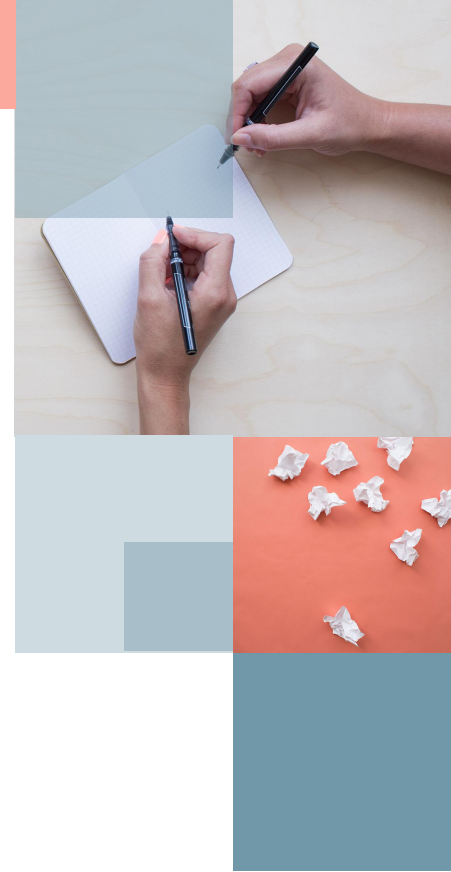
Low

	Health Literacy Presentations IB Programs
WellSpring Retirement Real News, Real Talk	Tech Savvy

Low

High

Effort required to implement



Evaluating ROI Dept. Using a SOAR Analysis

*Given our strengths, what are our best opportunities,
what are our aspirations, and what results will we accept?*

STRENGTHS

- Liaison program
- Instruction expertise
- Subject expertise
- Research support
- Collaborative ethos

OPPORTUNITIES

- Influencing info lit integration in gen ed
- Raising our profile on campus as experts
- Expanding our reach

ASPIRATIONS

- More systematic assessment of student learning
- Curriculum mapping
- Increased functional expertise (ex: GIS/DV)

RESULTS

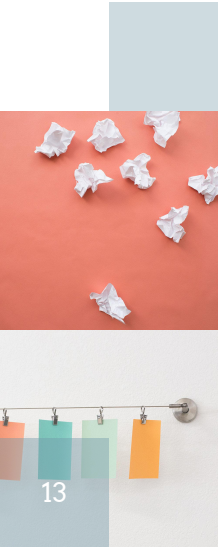
- Meaningful info lit component in revised gen ed program
- Productive liaison relationships with all departments



Assessing Impact on the Fly

Things to consider:

- Does the initiative align with library and/or university strategic plan?
- Is this outreach in response to a specific need in the community?
- Is the initiative scalable?
- How much staff time and which staff will be involved in planning and execution?
- How can the impact be assessed?
- Is the outreach initiative mutually beneficial to the library, community partner organization, and participants?



Citation

Schneider, T. (2003). Outreach: Why, how and who? Academic libraries and their involvement in the community. *The Reference Librarian*, 39(82), 199-213.
doi:10.1300/J120v39n82_13





Part Two: Growing & Evolving Education

Health Information Literacy

A Case Study on Developing & Implementing
Community Health Literacy Workshops



Scenario

You go to the doctor and they tell you that you are pre-diabetic. You go home and Google this diagnosis. Let's go over some websites and see which ones might help you learn more about pre-diabetes.



Finding Health Information: Welcome

This is a guide to finding and evaluating health information for UNCG employees. Please remember to ask your doctor, nurse, pharmacist, or other health care provider for health advice!

[Welcome](#)[Evaluate Health Information](#)[Free Health Information](#)[UNCG Library Resources](#)[Other Libraries You Might Use](#)

This page links to free health information

Welcome to the UNCG Libraries guide on "Finding Health Information Online." This guide provides you with a variety of resources to learn more about healthcare in North Carolina and beyond, as well as tips and tricks for evaluating health information. Here is a handout of our links.

This guide includes:

Evaluate Health Information: tips and tricks for searching for and evaluating health information you find online.

Free Health Information: links to free online resources to help you learn more about your health and healthcare services in Greensboro, North Carolina.

UNCG Library Resources: links to UNCG library resources about health and healthcare. Anyone with an UNCG email account can access these resources.

Other Libraries: information about Greensboro Public Libraries and NC LIVE.

UNCG Libraries Information Literacy

- UNCG Libraries Information Literacy Community Events and Resources

Presentation: Finding Health Information Online



Health Sciences Librarian



Lea Leininger

[Schedule Appointment](#)[Chat](#)[iMinerva](#)

<http://uncg.libguides.com/healthinfo>

UNCG UNIVERSITY LIBRARIES &
HEALTHYUNCG PRESENT:

FINDING HEALTH INFO YOU CAN TRUST

Where do you get your health
info? Facebook? Blogs? Great
Aunt Betty?

Come to a workshop on searching and
evaluating health information online!

*Date: Wednesday, March 7th, 10am
30 minute workshop*

*Location: Jackson Library, Ottoman
Empire (lower level)*

Light refreshments served!



Think, Pair, Share

Please fill this out with your partner. Be prepared to share answers!



What was the last thing you searched on the Internet about your baby?

How did you search for that topic on the Internet? Google? Other?

How do tell if a website has reliable information?

Useful Resources:

Wellness information, trusted health
information, health events, and free
library resources through these URLs.
To find the information, type in the
URLs below in your Internet browser.

UNCG Libraries, Guide of Resources:
<https://uncg.libguides.com/healthinfo>

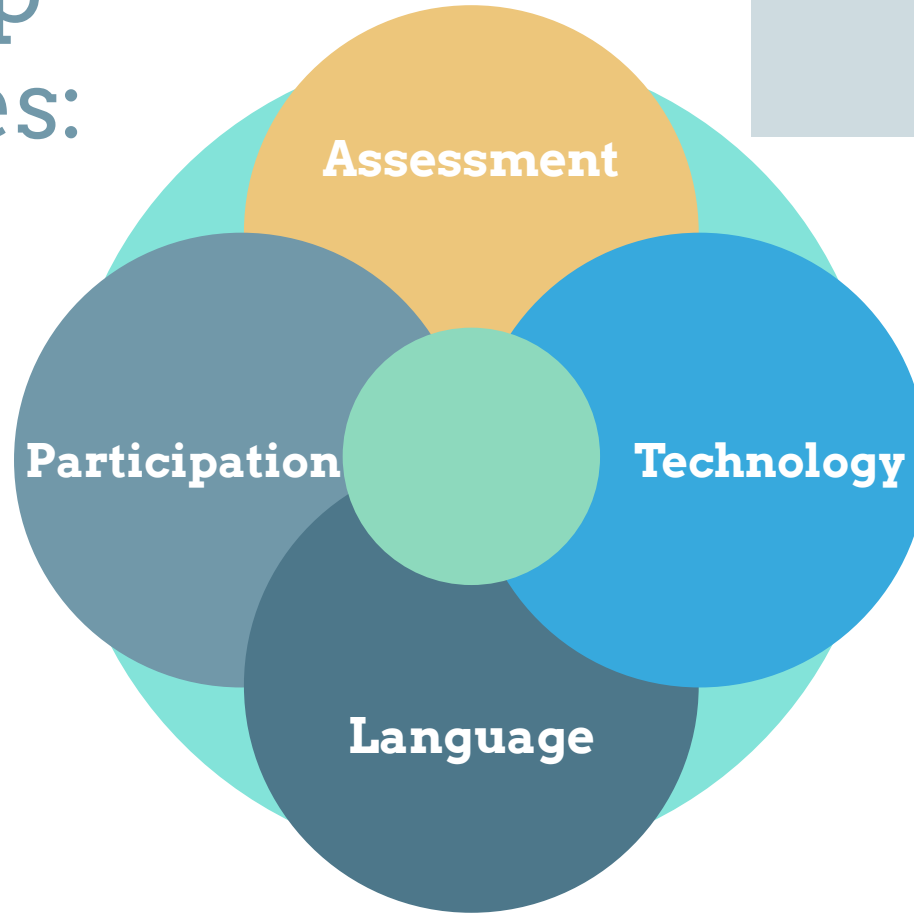
Medline Plus:
<https://medlineplus.gov/>

Cone Health Wellness:
<https://www.conehealth.com/wellness/>

Greensboro Public Library:
<http://library.greensboro-nc.gov/>

**Other UNCG Libraries Information Literacy
Workshops:**
<https://sites.google.com/uncg.edu/infolit/>

Workshop Challenges:



What things did you find most helpful or what things did you enjoy about today's workshop?	What suggestions for improvement do you have for today's workshop?	What topics would you be interesting in learning more about in future workshops?	We greatly value your feedback. Do you have any suggestions, or recommendations?
I think it covered the difference between when Google is helpful and when to look at informational sites. The four points for figuring out how "honest" the information is are good to know.			
The presenters were both good speakers.	None. The format and the time (30 minutes) were just right.		Thanks for bringing this to us!
I really liked the setting for the workshop. Very informal and comfortable.	I think this one could have been longer. The information presented was great for discussion.	Information literacy related to other topics: nutrition, fitness, etc.	Great workshop!
Trusted health info resources			
Finding out trustworthy sites to get started with was very helpful.			
the handout with links was helpful	n/a	maybe a session talking about specific healthy snacks and/or exercise routines	Thank you for the snacks!
Clear presentation with engaging speakers who gave relevant everyday examples. The "ABCD" test and showing an example how to apply this test. The hand-out of links to additional resources. The half-hour length was a convenient length of time to fit into a busy work schedule.	If time permitted, it would have been interesting to me (as someone who does not work in the library) if the librarians would have briefly highlighted some of the most popular or useful or interesting resources available through UNCG University Libraries as found on the "UNCG Library Resources" tab of the uncg.libguides.com/healthinfo page.		Thanks!
I enjoyed learning about the ABCD test to verify news sources and learning about Medlineplus.	N/A	Online resources for weight management would be interesting	I enjoyed this workshop and thought

Health IL: Future Directions

- Further developing community partnerships: Cone Health, community events, more?
- Collaborating with public libraries and beyond
- Exploring grants and other funding opportunities
- Working with UNCG faculty





Thanks!

Any questions?

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